

《Whistleblower Protection and Rewards Policy》

Revised record

Date	Revision	Description	Author
2018-1-25	1.0	Whistleblower Protection and Rewards Policy	Supervision and Compliance Department

1、 Definition of Whistleblower

Whistleblower refers to anyone or any entity(ies) that report(s) any violation against Baozun Compliance Policy caused by the employees of the company.

Including but not limited to our vendors, our brand partners or their employees, our employees in the company etc.

2、 The reporting under this policy refers to report and allegation of any behaviors of violations against Baozun Compliance Policy caused by the employees of the company, which contains but not limited to:

2.1 Employees accept any gifts, presents, dinners, traveling invitation provided by our vendors or out brand partners.

2.2 Employees occupy others' possessions or titles, embezzle or misappropriate funds, occupy company's assets, practice favoritism to harm the interests of the company, or violate against laws or disciplines.

2.3 Employees take, solicit and introduce bribes etc.

2.4 Employees take the advantages of the occupation for his or herself, or take others' advantages to seek improper interests.

2.5 Employees accept kickbacks, commissions or other benefits provided to his or herself or the internal teams.

2.6 Employees implements related transactions or violate conflicts of interests.

2.7 Other corruptions.

3、 Contacts

Whistleblower can report to us via:

3.1Hotline: 15-316-222-110

3.2Email: jubao@baozun.com

[3.3OA Process](#)

3.4Wechat Official Account

3.5Mail: Building B, Cloud Cube, No. 1268 Wanrong Road, Jing'an District, Shanghai (Accepted by Supervision and Compliance Department)

4、 Requirements of reporting

4.1Reporting must be based on facts. Malicious reporting and framing up anyone are prohibited. Whistleblower must provide the full name(s) of the offender(s), department(s), other

details and evidences of violations etc.

4.2 We encourage you to provide with your full name, anonymous or alias is also acceptable if you do not want to disclose your name.

4.3 Whistleblower must keep in touch with the compliance department or relevant persons in charge whatever how you report the cases.

5、 Whistleblower Protection

5.1 All the whistleblower's personal information and the reporting materials are highly confidential and will be kept in secret by the supervision and compliance department.

5.2 Any retaliations towards whistleblower will be intervened by the supervision and compliance department and will be punished according to the national laws and regulations.

6、 Prizes and Rewards for whistleblower

6.1 We encourage you to provide with your full name and competent evidences which helps to effectively and quickly investigate and solve the corruption issues and ensure the accuracy of the prizes or rewards for reporting. If the results of investigations is(are) substantiated, the whistleblower or the entity will be given 500-1,000 RMB or equivalences.

6.2 As for the reports provided with straightforward and competent evidences, related to position or title encroachments and bribery cases of Non-official Servants and ultimately determined as criminal cases by the police, the whistleblower will be given 10% of the covered amount in cash (no more than 10K RMB).

7、 Applicable

This policy is applicable to all full-time employees and contractors in Shanghai Baozun E-commerce Limited and its subsidiaries in mainland China. Specifically including the following employees below:

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Shanghai Baozun E-commerce Limited

Shanghai Bodao e-commerce Co., Ltd.

Shanghai Fengbo E-commerce Limited

Shanghai Yingsai Advertising Co., Ltd.

Shanghai Fenghe Software Technology Limited

Shanghai Zunyi Business Consulting Ltd.

Shanghai Baozun E-commerce Limited Wujiang Branch

Shanghai Canyang Supply Chain Management Limited

Chengdu Baogua Technology Limited

Baotong E-logistics Technology (Suzhou) Limited

Hangzhou Dianzhen E-commerce Limited

In addition, due to the large amounts of Shanghai Baozun E-commerce Limited and its subsidiaries, it can not be listed all the companies applicable to this policy. If the company

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requires its employees sign the Employee Confirmation Letter under this policy or make written notices to its employees to comply with this policy in the future, this policy will apply to such company where the employee works for.